



Product Licensing Policy

Spelman College has partnered with Collegiate Licensing Company (CLC) to manage and maximize its licensing program. The Office of the Vice President of Financial Affairs and Treasurer oversees Spelman's contract with CLC.

All vendors that use Spelman's trademarks on merchandise (including t-shirts, caps, and all other saleable products) must be licensed. Vendors, which have access to the institution's official digitized logos, are required to obtain approval through the licensing program on all designs and products that are produced bearing the College trademarks. CLC has licensed many local and national vendors for the production of Spelman merchandise.

It is Spelman's policy that all departments and student groups use licensed vendors when purchasing products bearing the Spelman name or other associated marks. Spelman's licensees adhere to the College's licensing requirements by submitting all designs for approval.

All purchases for internal consumption or free distribution (i.e., products purchased for the exclusive use of a Spelman department or student group that are not resold for profit) are exempt from royalty obligations. All products, including those products for internal consumption or free distribution, must be purchased from a licensed vendor and all designs must be submitted by the vendor for approval.

If you should have any questions regarding Spelman's trademark licensing program and its policies, please call **Administrative Services at (404) 270-5111**. If you need assistance in locating licensed vendors, please contact **Administrative Services at (404) 270-5113**.